



Prevention and Outreach

Home HIV Testing Pilot

Standard Operating Procedures (SOP)

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Appendix D: Email verbiage for follow up survey

1. Marketing and Recruitment for Home Testing Pilot (HTP)

a. Online Marketing

- i. WebMD and other medical sites, Grindr, Facebook, and Instagram: Banner ads will advertise “Free At Home HIV Tests.” Clients can click on a link that directs them to the REDCap initial survey.
- ii. DPH Outreach testing page will have information about the HTP along with a link that directs clients to the initial REDCap survey.

b. Print Marketing

- i. **Posters:** posters will advertise “Free At Home HIV Tests.” The initial REDCap web address will be on the posters as well as a QR code that will direct clients to the initial REDCap survey.
- ii. **Business Cards:** Business cards will advertise “Free At Home HIV Tests.” The initial REDCap survey web address will be on the cards.

c. Online and Print Distribution

- i. **Online:**
- ii. **Print:**

2. Initial REDCap Survey

Overview: The initial REDCap survey (**Appendix A**) gathers client data. Once a client fills out the survey an email is sent to TestDPH notifying staff that a new entry has been made. DPH staff will respond via email with instructions for how to receive a test from OraSure.

a. Link to Initial RedCAP:

(Full version) <https://dhharedcap.ucdenver.edu/surveys/?s=TN94T7Y4E4>

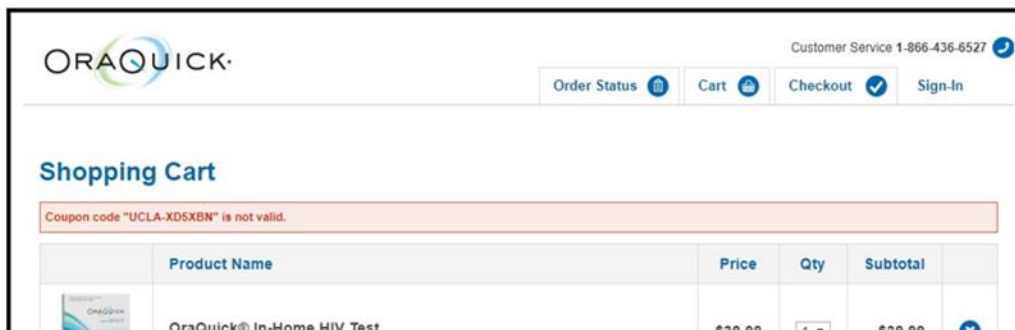
(Public facing/ shorter version) <https://is.gd/denverhometest>

- b. REDCap is a protected and HIPAA approved site, DHHA compliance has approved the usage of REDCap for the Home Testing Pilot.
- c. Upon reaching the Initial REDCap survey, clients will be prompted to complete optional demographic questions (initial survey questions included in appendix).
- d. Clients are prompted to enter their zip code and email address, these are required questions prior to submitting the form.
- e. Clients will read a statement that says “By entering my email address below, I agree that I may have had an exposure to HIV including a history of having sex without a condom and/or sharing equipment when injecting drugs, am at least 18 years-old, and live in the five-county Denver Metro Area (Adams, Arapahoe, Denver, Douglas, Jefferson).”

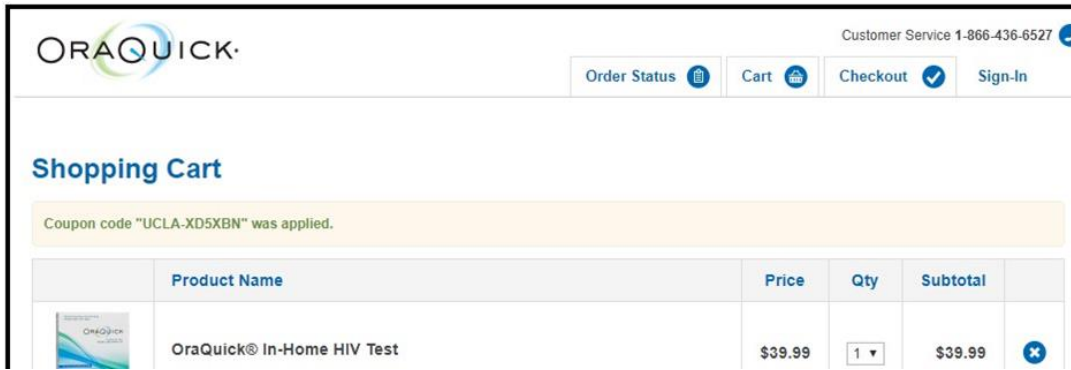
3. Process for clients

- a. Clients will arrive at the initial REDCap survey through online marketing, print marketing/QR Code, or web search.

- b. At initial REDCap survey clients will be prompted to complete a demographic survey, and are informed that by entering their email they consent to participation in the Home HIV Testing Program (as described above).
- c. Once survey is complete a REDCap generated pop-up will inform client that they will receive a code from DPH Outreach email (TestDPH@dhha.org) in 1-2 business days and that the code can be redeemed at OraSure.com to receive a free At-Home HIV test.
- d. The initial email from TestDPH will contain: a link to REDCap page with coupon code (see photo below), OraSure website, and instructions on how to receive the at home HIV test and contact information for the Prevention and Outreach team and a request to confirm receipt of instructions and coupon code.
- e. If client does not confirm receipt of the coupon code they will be sent a reminder through REDCap one week following the Initial Survey.
- f. Client will go to the OraSure website, click on “Order Home HIV Test” and enter code to receive test free of charge. At this site clients provide an address where they want the HIV test sent.
 - i. Please note that if a participant enters an address that has already been used, the order WILL go through on the Orasure website. However, the fulfillment center monitors addresses and **will not** send out another test, excepting addresses of the homeless shelters provided to Orasure.
 - ii. Participants are informed of this (where?) xxxx
- g. Only the zip codes from the following counties are accepted: Adams, Arapaho, Denver, Douglas, and Jefferson. If a client types in a valid code but an address with a zip code outside of the 5 counties a red bar appears at the top of the page that says “Coupon code XXXX-ABCDEF is not valid” (see image below).



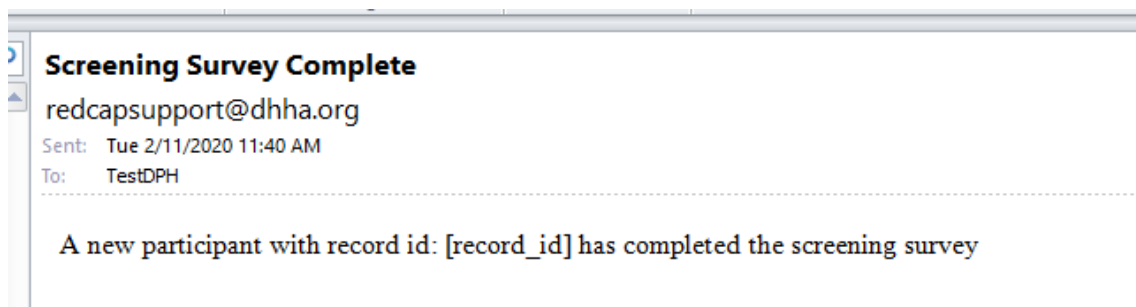
- h. If the code and the zip code are valid, a green bar pops up and says “Coupon code "UCLA-XD5XBN" was applied” (see image below).



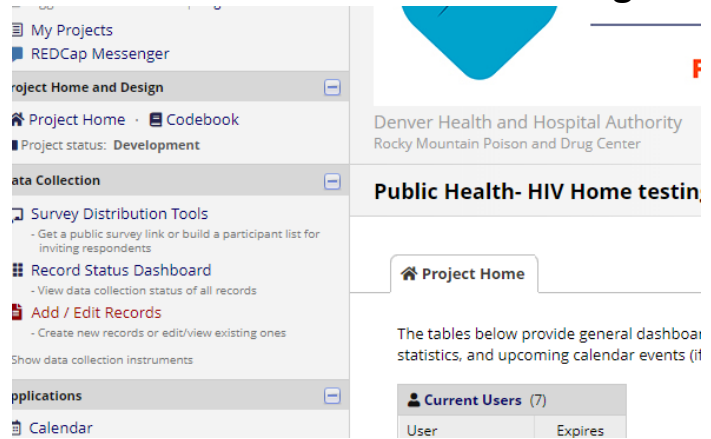
- i. In 3-5 business days the client will receive the home HIV test.
- j. 4 weeks following the completion of the initial REDCap survey, clients will receive an email from TestDPH which contains a link to the follow-up REDCap survey (described below). This will be automatically sent by REDCap.

4. Process for DPH Prevention and Outreach Team

- a. REDCap Login Page: <https://dhharedcap.ucdenver.edu/>
- b. The Prevention and Outreach team will use a schedule to monitor emails coming to TestDPH.
- c. Once a client fills out the initial survey, an email from REDcap will come to TestDPH that alerts the team of a new participant. (see Image 1)



- d. Note Record ID #. This record ID# is unique to each participant and will be entered into the coupon code tracking sheet to track which codes have been sent out. Staff will include in tracking sheet: record ID, staff initials, date.
- e. On the left hand column of REDCap, click on **Add/Edit Records** under **Data Collection** header (in red below).



f. On the drop down box that says **Choose an existing User ID**, pick the record ID# from the recent email.

Add / Edit Records

You may view an existing record/response by selecting it from the drop-down lists below. To create a new record/respo button below.

NOTICE: This project is currently in Development status. **Real data should NOT be entered** until the project has been moved to Production status.

Total records: **22**

Choose an existing User ID	-- select record --
	+ Add new record

g. Click the circle next to **Enter Coupon Code Here**, you will see the participants ID# displayed on the page.

g

Choose action for record ▾

User ID **22** [first-event-name]
[last_name_basic], [first-event-name]
[first_name_basic]

Data Collection Instrument	Status
Screening (survey)	<input checked="" type="radio"/>
Enter Coupon Code Here	<input type="radio"/>
Confirm Coupon Code (survey)	<input type="radio"/>
Follow-Up (survey)	<input type="radio"/>

- h. Enter unused coupon code in the box labeled **Coupon Code**. Find unused coupon codes in the coupon code folder.
- i. Fill out excel sheet containing codes indicating the record # to which the code was sent, staff initials, and date that you have used a code so it does not get sent out twice.
- j. If the Screener was not filled out completely (zip code or email left unfilled out) the “status” will contain a yellow dot. DO NOT send codes to these surveys.
- k. Change **form status** to “complete”
- l. Click **Save & Exit Form** or **Save & Go to Next Record** if you are responding to multiple requests.

h

Coupon Code

Form Status

Complete? ▾

j

▾

- m. Following these steps, a participant will receive an email from the TestDPH email that contains the following:

(DPH logo)

Hello!

Thank you for taking the survey to receive a free at home HIV Test kit. Below, you will click the link for directions on how to receive your free at home HIV test kit along with your coupon code.

Confirm Coupon Code


If the link above does not work, try copying the link below into your web browser:

This link is unique to you and should not be forwarded to others.

- n. The email links the participant to their unique coupon code, instructions on how to use it, and a request to confirm that they have received a code. Link is a REDCap page, see below.

Confirm Coupon Code Resize font: [] []

Please read the following.



**DENVER
PUBLIC HEALTH™**

Hello!

Thank you for your interest in receiving a free In-Home HIV test from Denver Public Health. In order to receive your In-Home HIV test in the mail, please follow the instructions below.

- Visit the manufacturer's website: <https://shop.oraquick.com/>
- Select "Buy 1 kit"
- Enter your Coupon Code: 6523
- Enter your ZIP code
- Click "Apply Coupon" and the price will change to \$0.00
- Click "Proceed to Checkout"
- Follow instructions to place your order. You will be asked to enter your address in the billing information section but you will NOT be asked for payment information

Your Discount Code is valid for one free home test kit. After you place your order, you should receive the test within 2 to 4 business days. The Discount Code expires March 31st, 2020.

Questions about your order, the home test, or how to read your result?
Call an OraQuick representative at 844-669-2364 (toll free and available 24 hours a day), or watch the how-to video at [OraQuick.com](https://www.oraquick.com).

Your Discount Code is valid for one free home test kit. After you place your order, you should receive the test within 2 to 4 business days. The Discount Code expires March 31st, 2020.

Questions about your order, the home test, or how to read your result?
 Call an OraQuick representative at 844-669-2364 (toll free and available 24 hours a day), or watch the how-to video at [OraQuick.com](https://www.oraquick.com).

In about 4 weeks you will receive an optional survey from us to see how the In-Home Test Program worked for you. We appreciate any and all of your feedback!

1) Thank you for taking the time to fill out the Denver Health Public Health Free HIV Test Questionnaire. Please take a second to acknowledge that you received a coupon code. If you have any questions, please email testdph@dhha.org
 * must provide value

I received a coupon code with instructions. [reset](#)

Sincerely,
 Denver Public Health
 Home Testing Program
 Contact Phone 720.415.7075
 TestDPH@dhha.org

If you think you are receiving this email in error, please notify The Outreach Testing Team at Denver Public Health: TestDPH@dhha.org.

- o. There is an automatic reminder on the email to send every 7 days twice
- p. Return to TestDPH email and move email to **Code Sent** email folder if it was sent or the **Error** folder if the survey was incomplete or there was another issue (i.e. invalid email).

5. Reminder Emails

- a. RedCap is set up to automatically send a reminder email to participants who have not confirmed receipt of their coupon code 1 week after the code is sent.

6. Follow up REDCap Survey

- a. RedCap is set up to automatically send an email to participants with an optional follow up survey 4 weeks after the initial coupon code was sent out. See Appendix XXXX for question list.
- b. RedCap is set up to associate this survey information with the initial data gathered when a participant requested a test.

7. To review status of initial screening, coupon codes, follow up surveys

- a. Go to **Survey Distribution tools** and click on **Survey invitation Log**.
- b. Click on **View Future Invitations**. Here you will see who is in the cue to be sent a survey and who has already responded.
- c. Under **Survey Distribution Tools** and **Participant List**, you can select one of the following three options from the drop down: screening survey; coupon code; follow up survey. The color of the dots in the “responded” column indicate whether participants have responded or not (dots are grey and turn green once associated step is completed).

8. Move participant email in TestDPH folder to “code sent” or “error” folder.

9. OraSure Process and DPH/OraSure agreements

- a. DPH provided a list of approved zip codes to Orasure. These will include zip codes for the five counties around Denver Metro area. The counties are Adams, Arapahoe, Denver, Douglas and Jefferson.
- b. DPH provided addresses of day shelters and other shelters; this advises Orasure that it is ok to send duplicate test kits to these addresses.
- c. DPH provided Orasure with a Spanish and English version of an insert to be included in the test kit sent to the participant. The insert includes:
 - i. DPH Prevention and Outreach contact information.
 - ii. Instructions for whom to call for confirmatory testing if needed, contact for Linkage to Care, and other important information.
 - iii. Resources for testing, PrEP/PEP, treatment, mental health crises phone number.
 - iv. Inserts provided to Orasure will be in compliance with size requests from Orasure
 - v. OraSure point of contact for the DPH At-Home HIV Testing Program is: Kayla Coleman (kayla.coleman@dnagenotek.com)

Appendix A:**Initial REDCap Survey**

Please fill out the information below to receive a code for a free HIV test sent to your home.

The OraQuick® In-Home HIV Test kit lets you check your HIV status quickly and privately. The test checks your oral fluid for antibodies to HIV. It may take up to three months from last exposure before the OraQuick In-Home Test can detect HIV.

¿Se Habla Español?

Disculpe, en este momento no tenemos las instrucciones en español. Si usted quiere hacerse una prueba (gratuita) de VIH o hablar con alguien en español acerca de este servicio, por favor llame o mande un texto al 720-415-7075.

- **How old are you?**
- **What is your zip code? (* must provide value)**
- **What race do you identify as? Select all that apply.**
 - American Indian or Alaskan Native
 - Asian
 - Black/African American
 - Native Hawaiian
 - White/Caucasian
 - Hawaiian/Pacific Islander
 - Multi-Race
 - Another race
 - Prefer not to answer
- **What ethnicity do you identify as?**
 - Hispanic or Latino/a/x
 - Non-Hispanic or Non-Latino/a/x
 - Prefer not to answer
- **What was your sex assigned at birth?**
 - Male
 - Female
 - Intersex



Prefer not to answer

• **How do you identify your gender? Select all that apply.**

- Woman
- Man
- Transgender Woman/Trans Feminine/MTF
- Transgender Man/Trans Masculine/FTM
- Genderqueer
- Non-binary or Gender Non-conforming
- Agender
- Another gender(please type in below)

• **How did you hear about this testing program?**

- Social Media (dating apps, Facebook, Instagram)
- Marketing (I.e. poster, billboard, flier...)
- Outreach Testing
- Outreach Event
- Personal Referral (I.e. friend, family, partner)

- Professional Referral (I.e. hospital, agency...)
- Denver Health Website
- Other

By entering my email address below, I agree that I may have had an exposure to HIV including a history of having sex without a condom and/or sharing equipment when injecting drugs, am at least 18 years-old, and live in the five-county Denver Metro Area (Adams, Arapaho, Denver, Douglas, Jefferson).

I also agree to:

- Receive an email from Denver Public Health containing a coupon code for a FREE HIV test to be redeemed at orasure.com
- Receive a follow-up survey via email from Denver Public Health within 6 weeks

Appendix B**Email Sent to Participant with coupon code:**

Hello!

Thank you for your interest in receiving a free In-Home HIV test from Denver Public Health. In order to receive your In-Home HIV test in the mail, please follow the instructions below.

- Visit the manufacturer's website: <https://shop.oraquick.com/>
- Select "Buy 1 kit"
- Enter your Coupon Code: <#CODE>
- Enter your ZIP code
- Click "Apply Coupon" and the price will change to \$0.00
- Click "Proceed to Checkout"

- Follow instructions to place your order. You will be asked to enter your address in the billing information section but you will NOT be asked for payment information

Your Discount Code is valid for one free home test kit. After you place your order, you should receive the test within 2 to 4 business days. The Discount Code expires March 31st, 2020.

Questions about your order, the home test, or how to read your result?

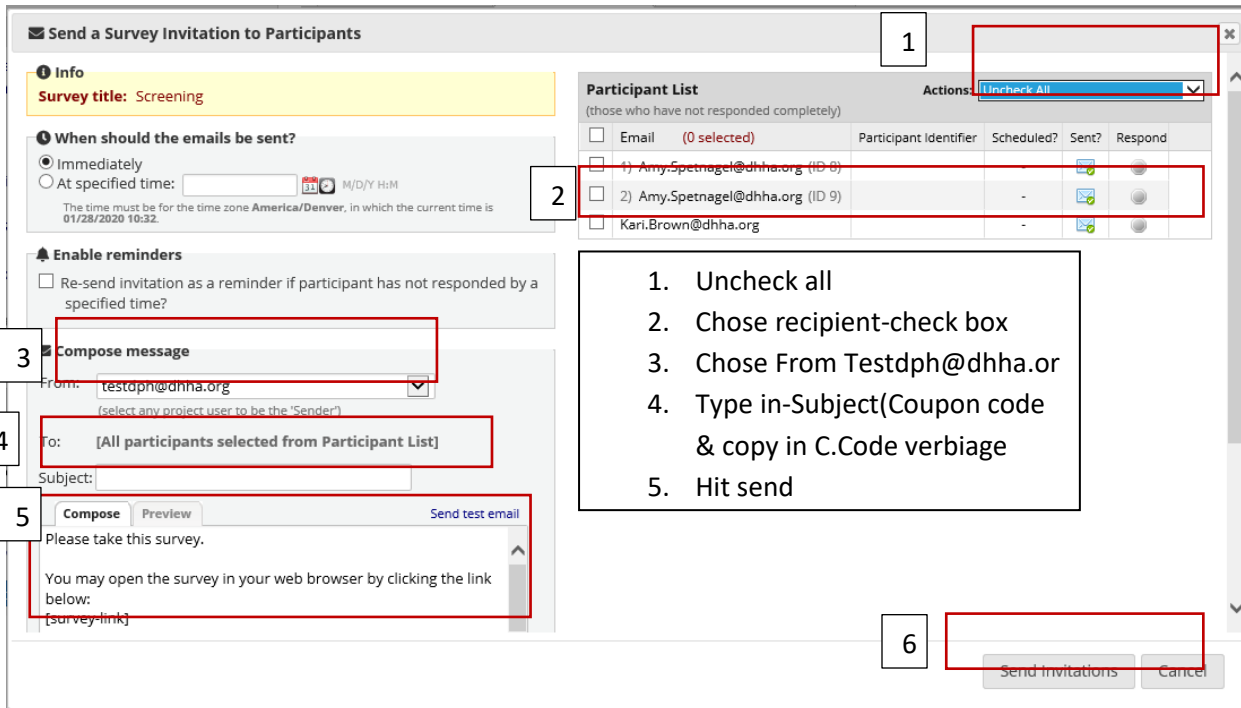
Call an OraQuick representative at 844-669-2364 (toll free and available 24 hours a day), or **watch the how-to video at OraQuick.com.**

In about 4 weeks you will receive an optional survey from us to see how the In-Home Test Program worked for you. We appreciate any and all of your feedback!

Sincerely,

Denver Public Health
Home Testing Program
Contact Phone 720.415.7075
TestDPH@dhha.org

If you think you are receiving this email in error, please notify The Outreach Testing Team at Denver Public Health: TestDPH@dhha.org.



d. Hit Send Invitation.

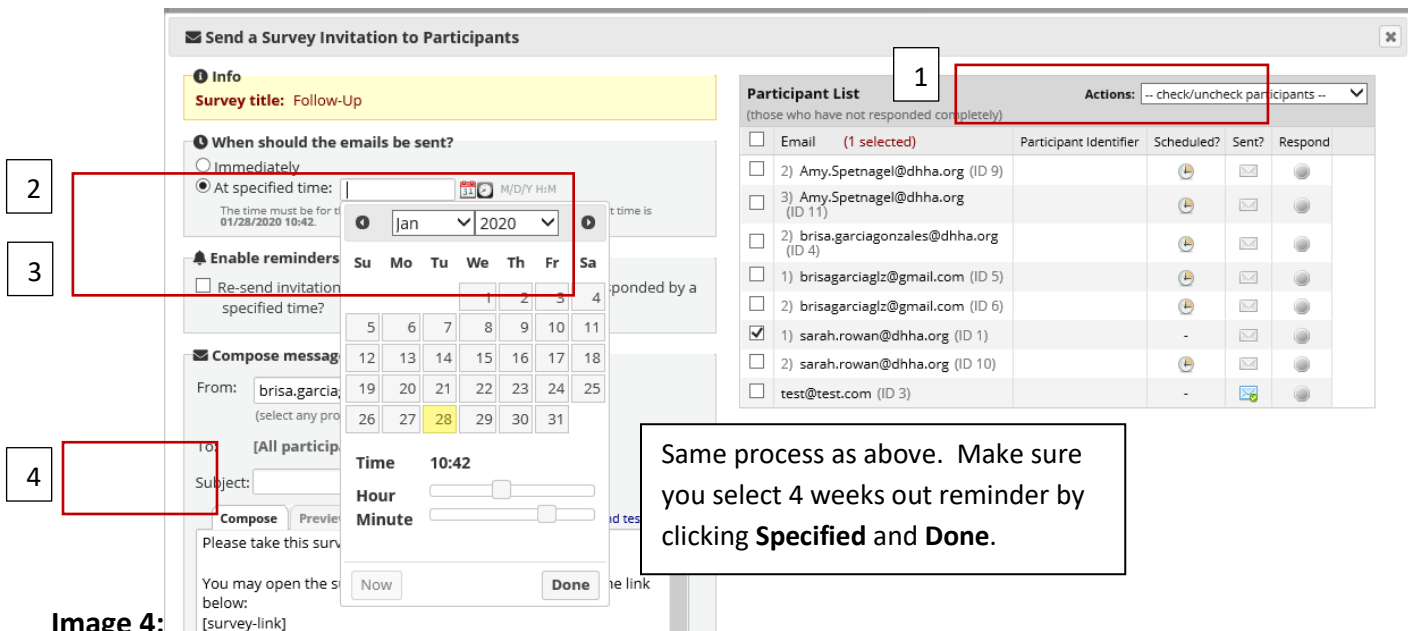


Image 4:

- a. Immediately after sending coupon code staff will schedule the follow up survey (to be sent automatically by REDCap 4 weeks after coupon code is sent).
- b. To schedule follow up survey Log in to REDCap go to **Survey Distribution tools**.
- c. Click on **Participant list** (the middle tab)
- d. **Participant List**: Make sure **follow-up survey** is selected in the drop down menu. Click **Compose Survey Invitations**. MAKE SURE you **uncheck any other participants'** (see #1, in Image 4) and select client to whom you just sent the coupon code

- e. Click the circle **At specified time** (see #2, in Image 4) and select a date four weeks from today.
- f. Under **Enable Reminders** (see #3, in Image 4), click the **Re-send** box. Select the **Send at exact date and time** box and put the date for five weeks after the first survey has been sent, you have to click on this date.
- g. In the FROM field select testdph@dhha.org from the drop down menu (see above for instructions/image).
- h. Change Subject to **Follow-up survey** (see #4, in Image 4). Language for this email is prepopulated, do not modify.
- i.

Public Health- HIV Home testing

Survey Distribution Tools

Listed below are the survey invitations that have already been sent or have been scheduled to be sent to survey participants in this project. For each invitation it displays the participant email, participant identifier (if exists), survey name, and the date/time in which the invitation was (or will be) sent. You may even view the invitation email itself by clicking the icon in the 'View Email' column. Please note that all times below correspond to the time zone "America/Denver", in which the current time is 01/28/2020 10:47am.

Survey Invitation Log
(in ascending order by time sent)

Displaying 1 - 12 of 12

Begin time: 01/28/2020 10:47 End time: (M/D/Y H:M)
 Display All invitation types and All response statuses
 Display All surveys
 Display All records
 Display invitation reminders?

Invitation send time	View Invite	Participant Email	Record	Participant Identifier	Survey	Survey Link	Responded?	Errors (if any)	
01/30/2020 10:35am		brisa.garciagonzales@dhha.org	4		Follow-Up				<input type="checkbox"/>
01/30/2020 11:32am		brisagarciaglz@gmail.com	5		Follow-Up				<input type="checkbox"/>
01/30/2020 11:34am		brisagarciaglz@gmail.com	6		Follow-Up				<input type="checkbox"/>
02/06/2020 4:22pm		Amy.Spetnagel@dhha.org	9		Follow-Up				<input type="checkbox"/>
02/07/2020 1:59pm		Amy.Spetnagel@dhha.org	9		Email Coupon Code				<input type="checkbox"/>
02/07/2020 1:59pm		brisagarciaglz@gmail.com	6		Email Coupon Code				<input type="checkbox"/>

j.

No Reply emails:

Every day, people on the HTP project will receive an email from noreply@oraquick.com. These emails include a report of how many codes were redeemed the day before along with each code that was redeemed.

Colleague will need to update this list in the tracking excel form and on the DPH codes excel sheet.

Follow-up call

Preparing for the follow-up call

- On the initial survey there is a question that asks the client to leave a phone number if they would like to do their follow-up survey over the phone to receive a \$15 gift card.



- These follow-up calls should happen 2 weeks after the initial survey is received and coupon code is sent.
- Redcap is checked daily to see if people have decided they would like to have the follow-up call. When a follow-up call is requested, it gets scheduled for 2 weeks from the day the code was sent. The call should be scheduled on the testdph@dhha.org Calendar and also saved on the personal calendar for the staff member who will be doing the call. .

Day of call

- Before calling the client, go to the client's record ID in RedCap and pull up their survey and get their phone number.
- **Phone call with the person:**
 - **Use the outreach phone, desk phone, or a google phone number. Do not call from personal phone numbers.**
 - **If client answers**
 - Introduce yourself: "Hi my name is _____ and I work at Denver Public Health. I am calling because 2 weeks ago you offered to do your follow-up survey by phone in order to receive a \$15 gift card. Is that still something you would like to do?"
 - If the client says yes, then proceed to ask them the questions on the follow up survey and give them the answer choices included in the survey.
 - After the client is done with the survey. Ask them for their address to mail the gift card.
 - **If client does not answer the phone:**
 - Leave a message: "Hi my name is _____ from Denver Public Health. I was calling to talk with you about our survey for the \$15 gift card. Please call back at your convenience @(303)XXX-XXXX"
 - **Fill out survey as client is answering and save in RedCap.**
 - **Add how the client gets the gift card.**